

ORDER

Orders
Order / Rev: 1294543
Alt Order #: 08363312
Product Desc: CANDIDATE ERIE #907
Estimate: 907
Flight Dates: 09/08/16 - 09/13/16
Original Date / Rev: 09/06/16 / 09/06/16
Order Type: Political

Primary AE: Maria Bellwood
Sales Office: T-DAL
Sales Region: NAT

Agency Name: Hulsen Media Services / POL
Buying Contact:
Billing Contact:
 2400 Laramie Trail
 Austin, TX 78745

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Michael Flaherty for District Attorney /
Demographic: A35+
Product Codes: PL-County Other
Priority: P04-GB
Revenue Codes: AGY, (POL) Political, (POL) Candidate

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID: 107236
Agency External ID: 20106AG
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/29/16	09/13/16	29	\$10,325.00	\$8,776.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2016	29	\$10,325.00	\$8,776.25	0.00
Totals	29	\$10,325.00	\$8,776.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Maria Bellwood			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WGRZ	25%	\$10,325.00
Market	100%	\$41,300.00

Competitive Share

	Share	Total
CABL	0%	\$0.00
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WIVB	25%	\$10,325.00
WKBW	25%	\$10,325.00
WNED	0%	\$0.00
WNEQ	0%	\$0.00
WNGS	0%	\$0.00
WNLO	0%	\$0.00
WNYB	0%	\$0.00
WNYO	0%	\$0.00
WUTV	25%	\$10,325.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WGRZ	09/09/16	09/09/16	Today Show 3	CM	10-11a	----F--	:30	1	\$140.00	P03-F	0.00	NM	1	\$140.00
TODAY SHOW 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/05/16	09/11/16	----F--			1			\$140.00		0.00			
E 2	WGRZ	09/09/16	09/09/16		CM	359P-5P	----F--	:30	1	\$225.00	P04-C	0.00	NM	1	\$225.00

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WGRZ

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Ellen 4-5p Ellen ELLEN <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/05/16 09/11/16 ----F-- 1 \$225.00 0.00															
E 3	WGRZ	09/09/16	09/09/16	EN (M-F) EN (M-F)	CM	5p-7p (5:00 PM-5:30 PM)	----F--	:30	1	\$450.00	P04-C	0.00	NM	1	\$450.00
NEWSCENTER 2 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/05/16 09/11/16 ----F-- 1 \$450.00 0.00															
E 4	WGRZ	09/09/16	09/09/16	Local News @ 5a M-F Local News @ 5a M-F	CM	5-6a	----F--	:30	1	\$140.00	P03-F	0.00	NM	1	\$140.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/05/16 09/11/16 ----F-- 1 \$140.00 0.00															
E 5	WGRZ	09/09/16	09/09/16	Entertainment Tnt 7-730p Entertainment Tonight	CM	7-730p	----F--	:30	1	\$295.00	P04-C	0.00	NM	1	\$295.00
ENTERTAINMENT TONIGHT <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/05/16 09/11/16 ----F-- 1 \$295.00 0.00															
E 6	WGRZ	09/09/16	09/09/16	Today Show Today Show	CM	Today Show	----F--	:30	1	\$280.00	P04-C	0.00	NM	1	\$280.00
TODAY SHOW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/05/16 09/11/16 ----F-- 1 \$280.00 0.00															
E 7	WGRZ	09/09/16	09/09/16	Insider 730-8p Insider	CM	730-8p	----F--	:30	1	\$270.00	P04-C	0.00	NM	1	\$270.00
THE INSIDER <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/05/16 09/11/16 ----F-- 1 \$270.00 0.00															
E 8	WGRZ	09/09/16	09/09/16	Fri Prime Other Fri Prime Special	CM	8p-11p (9:00 PM-11:00 PM)	----F--	:30	1	\$1,540.00	P03-F	0.00	NM	1	\$1,540.00
DATELINE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/05/16 09/11/16 ----F-- 1 \$1,540.00 0.00															
E 9	WGRZ	09/12/16	09/12/16	Today Show 3 Today Show 3	CM	10-11a	M-----	:30	1	\$140.00	P03-F	0.00	NM	1	\$140.00
TODAY SHOW 3 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/12/16 09/18/16 M----- 1 \$140.00 0.00															
E 10	WGRZ	09/12/16	09/12/16	Ellen 4-5p Ellen	CM	359P-5P (4:00 PM-5:00 PM)	M-----	:30	1	\$225.00	P04-C	0.00	NM	1	\$225.00
ELLEN <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/12/16 09/18/16 M----- 1 \$225.00 0.00															
E 11	WGRZ	09/12/16	09/12/16	Local News @ 5p M-F Local News @ 5p M-F	CM	5-530p	M-----	:30	1	\$450.00	P04-C	0.00	NM	1	\$450.00
NEWSCENTER 2 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/12/16 09/18/16 M----- 1 \$450.00 0.00															
E 12	WGRZ	09/12/16	09/12/16	Local News @ 5a M-F Local News @ 5a M-F	CM	5-6a	M-----	:30	1	\$140.00	P03-F	0.00	NM	1	\$140.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/12/16 09/18/16 M----- 1 \$140.00 0.00															
E 13	WGRZ	09/12/16	09/12/16	Local News @ 6a M-F Local News @ 6a M-F	CM	6-7a	M-----	:30	1	\$340.00	P04-C	0.00	NM	1	\$340.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/12/16 09/18/16 M----- 1 \$340.00 0.00															
E 14	WGRZ	09/12/16	09/12/16		CM	7-730p	M-----	:30	1	\$295.00	P04-C	0.00	NM	1	\$295.00

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WGRZ

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Entertainment Tnt 7-730p											
				Entertainment Tonight		(7:00 PM-7:30 PM)									
ENTERTAINMENT TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/12/16		09/12/16	09/18/16	M-----					1	\$295.00		0.00			
E 15	WGRZ	09/12/16	09/12/16	Today Show	CM	Today Show	M-----	:30	1	\$280.00	P04-C	0.00	NM	1	\$280.00
				Today Show											
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/12/16		09/12/16	09/18/16	M-----					1	\$280.00		0.00			
E 16	WGRZ	09/12/16	09/12/16	Insider 730-8p	CM	730-8p	M-----	:30	1	\$270.00	P04-C	0.00	NM	1	\$270.00
				Insider	(7:30 PM-8:00 PM)										
THE INSIDER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/12/16		09/12/16	09/18/16	M-----					1	\$270.00		0.00			
E 17	WGRZ	09/10/16	09/10/16	Today Show Sa	CM	7a-9a	-----S-	:30	1	\$205.00	P04-C	0.00	NM	1	\$205.00
				NBC Today Show (Sa)											
SATURDAY TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/05/16		09/05/16	09/11/16	-----S-					1	\$205.00		0.00			
E 18	WGRZ	09/10/16	09/10/16	Local News @ 9a Sa	CM	Sat Daybreak 9a-1	-----S-	:30	1	\$280.00	P03-F	0.00	NM	1	\$280.00
				Daybreak Saturday	(9:00 AM-10:00 AM)										
SATURDAY DAYBREAK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/05/16		09/05/16	09/11/16	-----S-					1	\$280.00		0.00			
E 19	WGRZ	09/11/16	09/11/16	NFL Su Night Game	CM	NFL Regular Seas	-----S	:30	1	\$1,960.00	P03-F	0.00	NM	1	\$1,960.00
				NFL Regular Season	(8:15 PM-11:45 PM)										
NFL SUN NE/ARI 9/11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/05/16		09/05/16	09/11/16	-----S					1	\$1,960.00		0.00			
E 20	WGRZ	09/08/16	09/08/16	Today Show 3	CM	10-11a	---T---	:30	1	\$140.00	P03-F	0.00	NM	1	\$140.00
				Today Show 3											
TODAY SHOW 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/05/16		09/05/16	09/11/16	---T---					1	\$140.00		0.00			
E 21	WGRZ	09/08/16	09/08/16	Dr. Phil 3-4p	CM	258P-4P	---T---	:30	1	\$180.00	P04-C	0.00	NM	1	\$180.00
				Dr. Phil	(3:00 PM-4:00 PM)										
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/05/16		09/05/16	09/11/16	---T---					1	\$180.00		0.00			
E 22	WGRZ	09/08/16	09/08/16	Ellen 4-5p	CM	359P-5P	---T---	:30	1	\$225.00	P04-C	0.00	NM	1	\$225.00
				Ellen	(4:00 PM-5:00 PM)										
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/05/16		09/05/16	09/11/16	---T---					1	\$225.00		0.00			
E 23	WGRZ	09/08/16	09/08/16	Local News @ 5p M-F	CM	5-530p	---T---	:30	1	\$450.00	P04-C	0.00	NM	1	\$450.00
				Local News @ 5p M-F											
NEWSCENTER 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/05/16		09/05/16	09/11/16	---T---					1	\$450.00		0.00			
E 24	WGRZ	09/08/16	09/08/16	Local News @ 5a M-F	CM	5-6a	---T---	:30	1	\$140.00	P03-F	0.00	NM	1	\$140.00
				Local News @ 5a M-F											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/05/16		09/05/16	09/11/16	---T---					1	\$140.00		0.00			
E 25	WGRZ	09/08/16	09/08/16	Entertainment Tnt 7-730p	CM	7-730p	---T---	:30	1	\$295.00	P04-C	0.00	NM	1	\$295.00
				Entertainment Tonight											
ENTERTAINMENT TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/05/16		09/05/16	09/11/16	---T---					1	\$295.00		0.00			
E 26	WGRZ	09/08/16	09/08/16		CM	Today Show	---T---	:30	1	\$280.00	P04-C	0.00	NM	1	\$280.00

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Advertiser: Michael Flaherty for District Attorney / P
 Product Desc: CANDIDATE ERIE #907
 Estimate: 907

WGRZ

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Today Show											
				Today Show		(7:00 AM-9:00 AM)									
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 09/05/16		09/05/16	09/11/16	---T---			1		\$280.00		0.00				
E 27	WGRZ	09/08/16	09/08/16	NFL Kickoff Special	CM	Various	---T---	:30	1	\$270.00	P04-C	0.00	NM	1	\$270.00
				NFL Kickoff Special		(7:30 PM-8:00 PM)									
THE INSIDER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 09/05/16		09/05/16	09/11/16	---T---			1		\$270.00		0.00				
E 28	WGRZ	09/13/16	09/13/16	Local News @ 5a M-F	CM	5-6a	-T-----	:30	1	\$140.00	P03-F	0.00	NM	1	\$140.00
				Local News @ 5a M-F											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 09/12/16		09/12/16	09/18/16	-T-----			1		\$140.00		0.00				
E 29	WGRZ	09/13/16	09/13/16	Today Show	CM	Today Show	-T-----	:30	1	\$280.00	P04-C	0.00	NM	1	\$280.00
				Today Show											
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 09/12/16		09/12/16	09/18/16	-T-----			1		\$280.00		0.00				
													Totals	29	\$10,325.00

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ **FEDERAL CANDIDATE**

☒ **STATE/LOCAL CANDIDATE**

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: WGRZ Buffalo, NY	Date: 8.25.16
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I, HMS,

being/on behalf of: Flaherty for DA,

a legally qualified candidate of the Democratic

political party for the office of: Erie County District Attorney

in the Primary Election

election to be held on: 9/13/16

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See Attached					

Attach proposed schedule with charges (if available): \$ 8,776.25 Net

I represent that the payment for the above described broadcast time has been furnished by:

Flaherty for DA, 716-735-8108

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Patrick Flaherty, 329 Elmwood Avenue, Buffalo NY 14222

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

8-25-14

Date _____

Munak Gule

Signature

To Be Signed By Station Representative

□ Accepted

☐ **Accepted in Part**

☐ Rejected

Signature

Printed Name _____

Title